

DTX 1094
(NAVY-ADS-0000019114)
(Excerpt)
(Redacted)



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**All redactions proposed
by the United States**



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**Additional information
covered by confidentiality
objections of third parties**

From: [REDACTED]
Sent: 5/21/2021 9:55:56 AM
To: [REDACTED]; [REDACTED]; Owens, Allen M Jr CIV USN
<allen.owens1@navy.mil>; Millet, Scott R CDR USN COMNAVCRUITCOM MIL (USA)
<scott.millet@navy.mil>; [REDACTED]
Subject: [REDACTED]
Location: [Non-DoD Source] June/July Media Plan Recommendation
Start: Microsoft Teams Meeting
5/24/2021 3:00:00 PM
End: 5/24/2021 4:00:00 PM
Show Time As: Busy
Recurrence: (none)
Meeting Status: Accepted
Required Attendees: [REDACTED]
Optional Attendees: [REDACTED]
Attachments: Navy Tactical Reco June-July FINAL - Presented 5.24.21.pdf

Microsoft Teams meeting

Join on your computer or mobile app
[Click here to join the meeting](#)

Join with a video conferencing device
[282100173@t.plcm.vc](tel:282100173)
Video Conference ID: 128 494 882 6
[Alternate VTC dialing instructions](#)

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JUNE - JULY TACTICAL RECOMMENDATION

Presented: May 24, 2021

AMERICA'S
NAVY

351446, -90,0535
Display/Video, Social, Search
The Navy Partnership

NAVY-ADS-0000019115

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DIGITAL MEDIA

AMERICA'S
NAVY

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DISPLAY



AFFILIATE PARTNERS



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JOB SITES



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SEARCH



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PAID SOCIAL

FY21 April-May

AMERICA'S
NAVY

Social Team

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MEASUREMENT PLAN



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FLOWCHART



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AFTERWORD

AMERICA'S
NAVY

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PAID SEARCH GLOSSARY

- Key performance indicators (KPI): An advertiser-defined group of top-level metrics that are core signs of the health of the account.
- Impression: An ad exposure to a searcher.
- Click: When a searcher clicks on an ad and is redirected to the destination URL of an ad.
- Cost per click (CPC): Costs divided by clicks (\$100 for 50 clicks equals \$2 CPC).
- Click-through rate (CTR): Clicks divided by impressions (100 clicks from 1000 impressions equals a 10% CTR).
- Lead: Any action taken by a user deemed important to an advertiser. For Navy, an RFI form completion is a lead.
- Cost per Lead: Costs divided by leads (\$100 for 50 leads equals \$2 CPL).
- Lead Generation Rate (CVR): Leads divided by clicks (50 leads from 5000 clicks equals a 1% CVR).